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**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, NIET BUSINESS SCHOOL,
GREATER NOIDA**

(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM

TRIMESTER: IV - THEORY EXAMINATION (2024 -2025)

Subject: Advertising Management

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

15

1. Attempt all parts:-

- | | | |
|------|---|---|
| 1-a. | Identify primary goal of an advertisement.(CO1,K2) | 1 |
| | (a) To entertain | |
| | (b) To inform | |
| | (c) To persuade | |
| | (d) To educate | |
| 1-b. | Identify sales promotion tool that is used to encourage an immediate purchases by offering a discount on the regular price.(CO2,K4) | 1 |
| | (a) Coupon | |
| | (b) Rebate | |
| | (c) Contest | |
| | (d) Sweepstakes | |
| 1-c. | Select from the following key component used for media plan.(CO3,K2) | 1 |
| | (a) Ad copywriting | |
| | (b) Media buying strategy | |
| | (c) Graphic design | |
| | (d) Brand logo design | |
| 1-d. | Identify 'advertising recall' measure in research studies.(CO4,K4) | 1 |
| | (a) The number of ads seen by a consumer | |

- (b) The ability of consumers to remember an ad they have seen
- (c) The effectiveness of the ad's visual design
- (d) The frequency of ad exposure
- 1-e. Select practice that is considered unethical while advertising to children.(CO5,K2) 1
 - (a) Using age-appropriate language
 - (b) Promoting educational content
 - (c) Exploiting children's naivety to promote unhealthy products
 - (d) Creating entertaining advertisements

2. Attempt all parts:-

- 2.a. Explain the main purpose of advertising.(CO1,K2) 2
- 2.b. Justify how can a discount impact customer purchasing behavior.(CO2,K3) 2
- 2.c. Identify measures to determine the target audience for a media plan.(CO3,K2) 2
- 2.d. Discuss ways by which consumer behavior be assessed in advertising research.(CO4,K2) 2
- 2.e. Explain the importance of target audience.(CO5,K4) 2

SECTION-B

15

3. Answer any three of the following:-

- 3-a. Define advertising along with primary and secondary objectives.(CO1,K2) 5
- 3-b. Discuss the various types of sales promotion techniques and their objectives. Provide examples of each type.(CO2,K1) 5
- 3.c. Illustrate the key steps in developing an advertising plan. Describe each step briefly.(CO3,K2) 5
- 3.d. Discuss the role of market segmentation in advertising research also mention its influence in the development of effective advertising strategies.(CO4,K1) 5
- 3.e. Comment "Misleading claims in advertising are considered unethical". Provide an example of this situation also discuss its impact on consumers along with its potential consequences for businesses involved.(CO5,K4) 5

SECTION-C

30

4. Answer any one of the following:-

- 4-a. Imagine you are tasked with designing a targeted advertising campaign for a new eco-friendly product line. Describe the steps you would take to identify and reach your target audience effectively. Include considerations for media selection, messaging and metrics for evaluating success.(CO1,K3) 6
- 4-b. You've just launched a digital ad campaign for a new fitness app. After two weeks, you notice that the click-through rate (CTR) is lower than expected. Mention steps would you take to evaluate and improve the effectiveness of the campaign.(CO1,K4) 6

5. Answer any one of the following:-

- 5-a. Your company plans to launch a seasonal promotion for its line of winter clothing. 6

Outline the steps you would take to design and execute an effective sales promotion campaign, and describe ways you would implement to measure its success.(CO2,K3)

- 5-b. Company in which you are working as a marketing head is introducing a new customer loyalty program to encourage repeat purchases. Describe how you would design the program, implement it, and evaluate its effectiveness.(CO2,K2) 6

6. Answer any one of the following:-

- 6-a. Discuss the social and economic aspects of advertising.(CO3,K1) 6

- 6-b. Distinguish between person and non personal communication.(CO3,K2) 6

7. Answer any one of the following:-

- 7-a. You are working as media head at XYZ corporations develop a draft of advertising copy of 150 words to be published at local newspaper for a sale of used motor car also discuss measures to be used for identifying reach and frequency.(CO4,K4) 6

- 7-b. Explain advertisement research and its importance.(CO4,K4) 6

8. Answer any one of the following:-

- 8-a. "Advertising ethics receive a serious attention in today's context." Comment.(CO5,K3) 6

- 8-b. "Culture to a great extent influences ethical practices in advertising." Comment.(CO5,K3) 6

REG:JULY_DEC-2024